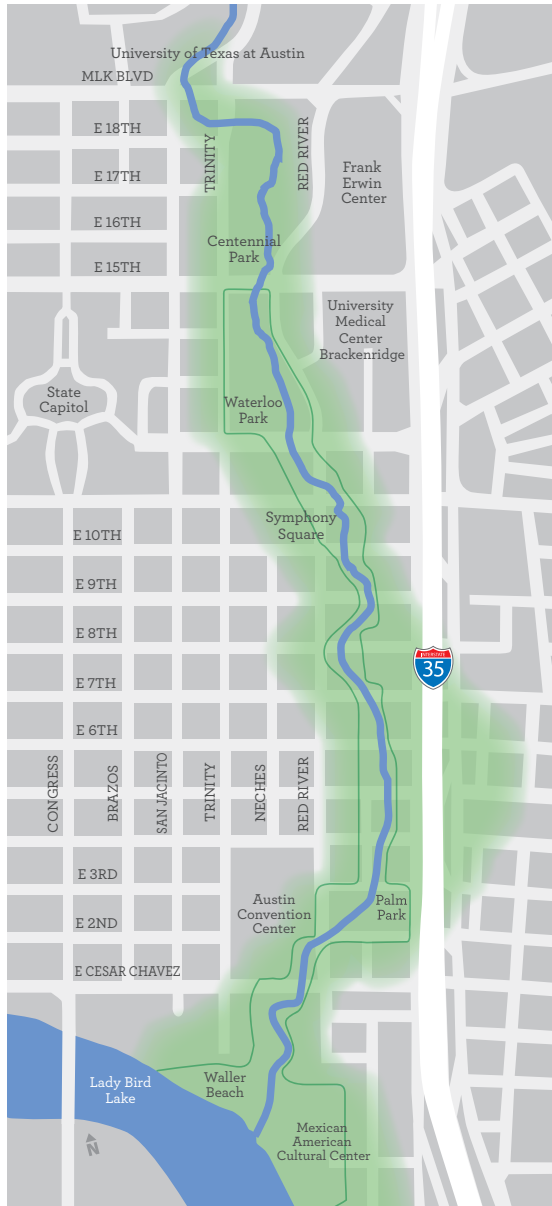




Waller Creek Conservancy





Design Principles

Principle 1: Establish an Armature for an Urban District

Principle 2: Connect Downtown and East Austin

Principle 3: Encourage Redevelopment

Principle 4: Engage the Creek

Principle 5: Provide Access

Principle 6: Manage Sound

Principle 7: Maximize Non-exclusionary Uses

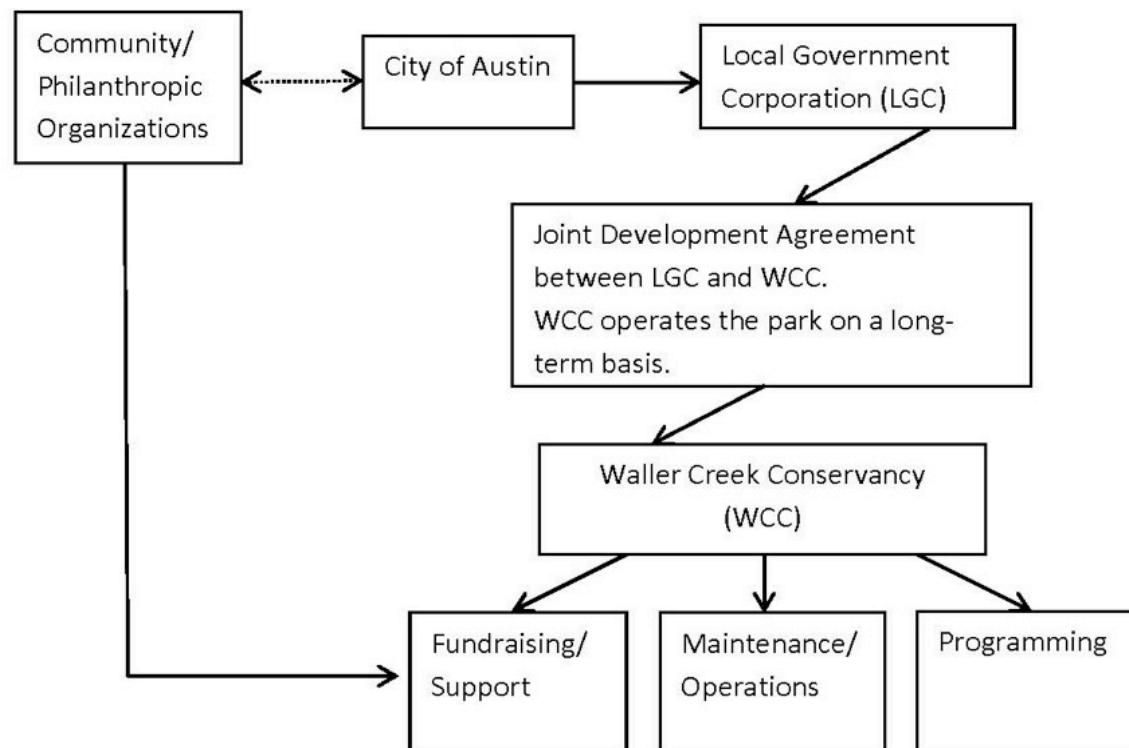
Principle 8: Create a Sustainable District

Principle 9: Create, Reclaim and Restore Parkland

Principle 10: Protect and Enhance Ecological Diversity



Conservancy Partnership Model



Waller Creek Board of Directors – March 1, 2012

Charles Attal
Bobbie Barker
Melanie Barnes
Julie Blakeslee
Suzanne Deal Booth
Marie Crane
Russell Douglass
Sue Edwards
Gary Farmer
Jesus Garza
Rudy Green
Sandy Gottesman
Joe Holt
Jeanne Klein
Virginia Lebermann
Teresa Long
Eduardo Margain *
Chris Mattsson
Tom Meredith
Eva Munoz
Erin Nelson
Bettye Nowlin *
Edward Safady
Ted Siff
Melba Whatley
Pete Winstead
John Wotowicz

**pending approval March 20, 2012*



Key Milestones for Waller Creek Conservancy

- Date of Incorporation: July 30, 2010 State of Texas
- IRS 501 (c) 3 status: July 30, 2010
- Inaugural Board Meeting: April 27, 2011
- Memorandum of Understanding with City of Austin: April 28, 2011
- Hiring of Don Stastny, Competition Manager: June 2011
- Formation of Local Government Corporation: July 11, 2011
- Launch of Design Competition: November 8, 2011
- Stage II Invitations Issued: January 16, 2012
- Successful Funding of Design Competition and Operating Budget through December 2012





Conservancy's Vision for Waller Creek

Environmental Restoration
Excellent Design
Economic Development



Leveraging Waller Creek

Public Space investment spurs private sector return.

For every dollar invested average return:

\$4-7 dollars

Major projects: \$11-14 dollars

Concentrated public space investment in Waller generates revenue that benefits the rest of the city.

Great design in public spaces creates the urban condition that fosters creativity and community.



Waller Creek is the biggest small creek transformation in the nation.

- Innovative Environmental Restoration
- Holistic in Execution
- Seamlessly Integrated
- Economic Catalyst
- Connective and Accessible
- Stewardship in Perpetuity
- Dynamic Public Space
- Sustainable
- Collaborative

Surface level improvements:

Bring a return on investment for the City's \$140 million tunnel



Green Space is Essential

Waterloo Park

Active nexus of emerging medical/government/education complex that restores and invigorates

Palm Park

Dedicated to outstanding family activities and compelling learning experiences for children



Discovery Green – Houston, Texas

- Cost to Build: \$125 Million
 - Owned By: City of Houston, Local Government Corp.
 - Operated By: Discovery Green Conservancy
 - Size: 11.78 Acres
-
- The City provided \$69 million + the cost of land
 - The Discovery Green Conservancy is responsible for on-going fundraising, managing the day-to-day operations of the park and attracting financial support from a variety of sources









Catalyst for more than \$500 million in downtown development

Projects that specifically note the park's creation:

- Embassy Suites Hotel

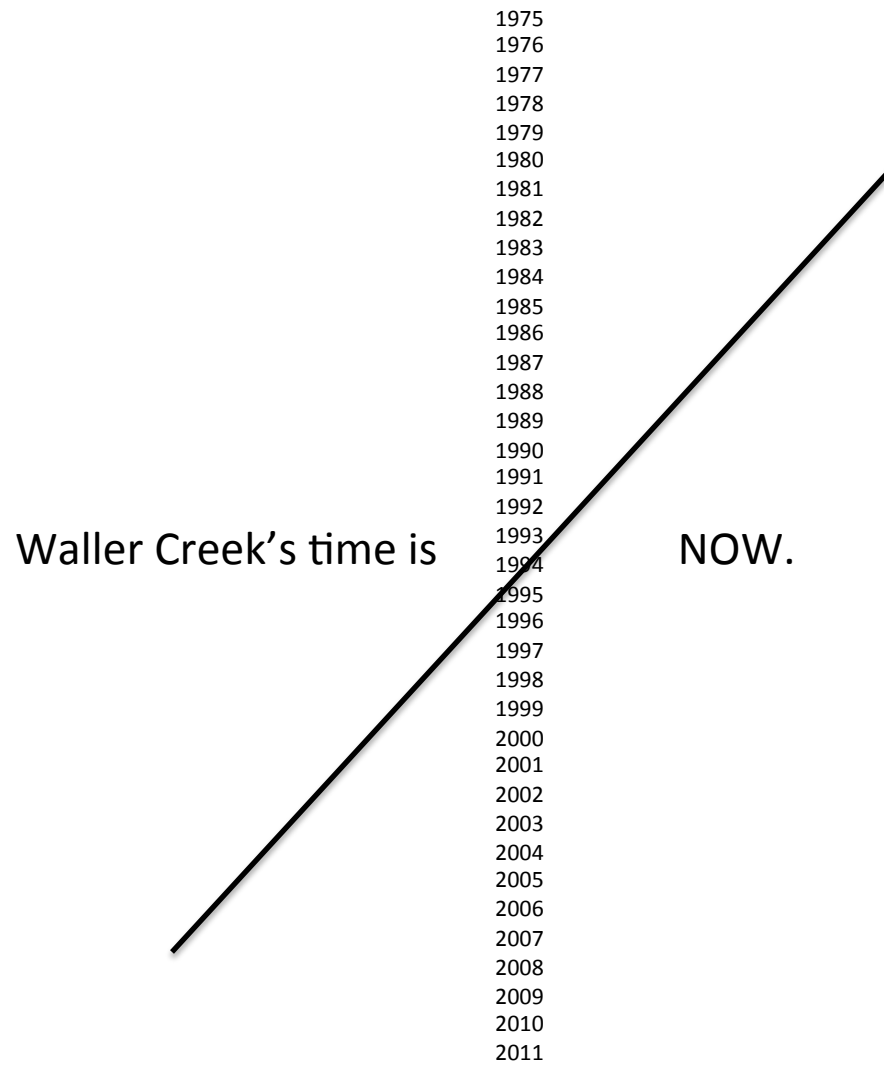
- One Park Place Apartment Building

- Hess Tower (Hess Corp.)

Nearly one billion dollars in future downtown development planned since the park was announced in 2006

\$8 of downtown construction for every \$1 invested in Discovery Green





Go with the flow. www.wallercreek.org

